

Guidelines for Entry and Filming/Photography of CMU Properties

PURPOSE

To explain the process for reviewing and permitting entry onto campus for filming or photography for commercial and broadcasting use. This process is to cover commercial requests (e.g., for commerce, profit, promotion). Photos and filming with smartphones or personal cameras by students, families, staff and faculty strictly for their personal social media sites or private use do not require a permit.

This document covers the following subjects:

- requests by students
- requests by news media that focus on delivering news to the general public
- requests by third-party subjects, such as documentary, and personal promotions
- requests by television or movie productions
- the types of legal agreements required

PROCESS OVERVIEW

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Requests to enter Carnegie Mellon University (CMU) buildings and properties for personal, private, marketing, media or production usage should be emailed to marketing-info@andrew.cmu.edu. UCM's Asset Curation Team reviews these requests on a case-by-case basis for any relationship between parties, implied endorsement, potential to tarnish our reputation or raise potential pushback, and does not interrupt the processes of classrooms, maintenance or security of students, faculty, staff and buildings.

Under these requests, the University Communications & Marketing (UCM) provides and manages the legal agreements under the supervision of the Office of General Counsel (OGC). In some cases, the manager of the building or Campus Design and Facility Development (CDFD) may have to give approval on the request. In addition, requests may require an CMU escort or at least confirmation by faculty or staff. In some cases, a maintenance and security fee will be required.

Requirements for these requests are as follows:

Requests by students: If a CMU student requests to film or photograph on campus, UCM may give verbal or email permission provided it is for coursework (not a personal, non-academic project). The student must provide confirmation from both the student's instructor or faculty and the manager of the building or owners of the space requested to film or photograph.

Requests by news media: If a news agency, newspaper or magazine, news channel requests access to campus for an active news story:

- If only capturing general campus buildings and students, faculty or staff directly related to the news story, no agreement is required.
- If capturing general campus buildings and students, faculty and staff for general purpose not for a specific story, either an *Entry and Photography Agreement* or an *Entry and Filming Agreement* must be provided to the agency to sign. Confirmation by any managers of the building(s) or owners of the space requested is required on the agreement. UCM manages the countersignature. The details of the agreement must be followed by the news agency.
- If the purpose is for an interview, an *Entry and Filming Agreement* must be provided to the agency to sign. Confirmation by the interviewee and any managers of the building(s) or owners of the space requested is required on the agreement. UCM manages the countersignature. The details of the agreement must be followed by the news agency.

Requests by television or movie productions: UCM and OGC will work with the producers on a customized entry and filming agreement. Contact Carrie Chisholm carriech@andrew.cmu.edu for more details.

Requests by documentary productions: After UCM reviews the request and deems it valid, an *Entry and Filming Agreement* must be provided to the producers or company to sign. If staff or faculty is required for an interview, confirmation by the interviewee and any managers of the building(s) or owners of the space requested is required on the agreement. UCM manages the countersignature. The details of the agreement must be followed by the production crew.

Requests by architects and/or contractors for personal promotion: With the assistance of CDFD, UCM will provide an *Entry and Photography Agreement* with the appropriate time required for the length of the project as necessary. UCM manages the countersignature. The details of the agreement must be followed by the architecture company, their contractors and their photographers hired to do the photography.